

**Joint Policy Committee**  
**Regional Climate Action Workshop**  
**Comment Card**  
February 16, 2007

What climate protection strategy do you believe the four regional agencies should implement?

Please describe in 50 words or less. Hand in this card during the first half of today's meeting. All proposals will become part of the meeting input. We will select certain individuals to explain their strategy to the group during the second half of the meeting.

Name (if you want to be called upon at today's meeting): \_\_\_\_\_

*Funding could be found by revising  
Prop 13 to exclude commercial  
properties from its benefit*



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Lead by example: ~~Don't~~ Install solar panels  
on the roofs and the parking lots of all  
government buildings. Convert parking lot lights  
and street lights to solar power.



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Name (if you want to be called upon at today's meeting): \_\_\_\_\_

Everyone Here Today is involved in their own  
issues, why not combine all these acronym  
groups into one or two for a greater voice.  
(that won't happen because although they talk they  
don't want to walk the walk



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*Pat Colburn*

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1. All transit vehicles should be converted  
to Bio Diesel
2. All schools should have recycling programs  
run by the students
3. All cities should mandate point of sale ordinances



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*similar to Berkeley's RICO program*

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WE NEED TO COMBINE AGENCIES FOR  
greater efforts, MTC, ABAG, BCDC &  
AIR DISTRICT TO FORM ONE AGENCY  
& NOT HAVE ALL 4 PROTECTING THEIR  
TURF.



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Name (if you want to be called upon at today's meeting): TRANSITION TO

NATURAL <sup>BAY</sup> VEHICLES FOR ALL MODES OF TRANSPORTATION.  
"IMPLEMENT INTELLIGENT TRANSPORTATION SYSTEMS," TO  
REDUCE THE DELAYS + STOP-AND-GO CONGESTION THAT  
INCREASES POLLUTION + PEAK LOADS. EMULATE THE  
COUNTRIES THAT HAVE SUCCESSFULLY REDUCED GHG.



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Name (if you want to be called upon at today's meeting): \_\_\_\_\_

Make transit seamless. The dizzying array of transit  
agencies prevents intelligent use of our transit resources.  
One transit pass for all parts of a trip. Merge some of  
the agencies to reduce overhead and make transit trips  
more affordable and more efficient.



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Name (if you want to be called upon at today's meeting): Education is

Key to changing behavior. Marketing has  
proven effective for major corporations. Use all media,  
run PSA's, post logo messages for a Green Bay Area with  
educational messages. Use marketing - cutting  
edge - to Raise Awareness



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Name (if you want to be called upon at today's meeting): Public Education - MOTIVATION

DISASTER ALERT INFORMATION - DISAPPEARING COASTAL COMMUNITIES  
AND HIGH FIRE RISK INCREASES. NEED ANSWERS TO

"WHY CHANGE MY QUALITY OF LIFE?" "WHY ALLOW 1% GROWTH  
EACH YEAR IF REGION'S WATER/ECOLOGICAL FOOTPRINT CANNOT  
ACCOMMODATE" "JUST SAY NO TO ABAG" HOUSING ALLOCATIONS"



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Name (if you want to be called upon at today's meeting): \_\_\_\_\_

SUPPORT ADDITIONAL FUNDING FOR THE CARL  
MUYER PROGRAM TO PROVIDE GRANTS TO RETROFIT/  
REPOWER Diesel equipment (off Road/construction)  
And allow flexibility in allowing funds to be  
used for equipment that crosses Air district boundaries



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Develop cost estimates for proactive vs reactive actions in  
order to present to cost of acting now vs later.

This might be incorporated into a type of "Regional  
Climate Action Plan" that could help direct us over the  
next 20-50 years. (My instinct tells me it is costlier to adapt)  
than to prevent.



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Name (if you want to be called upon at today's meeting): Gina Bliss

Establish a regional sense of urgency, akin  
to the "we're all in it together" mentality of  
WWII. The enemy? Complacency. to



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Name (if you want to be called upon at today's meeting): Mike Pechner KCBs

Must use the legislative approach to  
limit green house emissions. It must start  
at home and be taught in schools. From  
1st grade so those growing up will think  
GREEN!



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Mark Ross and John Muir are correct — everything is connected. Most agency staff report at some point to an elected official. But some electeds exist for the sake of growing polluting businesses.

• Tie vehicle license fee to impact — old cars pay more; SUVs pay more; trucks pay more, etc.



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*Funding strategies to help ~~land use~~ that requires new local projects  
(public + private) to help fund transit upgrades +  
expand capacity (ie import fee)*



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Name (if you want to be called upon at today's meeting): Steve Miller → Strategic Energy Innovations

Cities/municipalities know best what is needed and what approaches can work within their communities. \* A regional approach to addressing climate change should focus on a collaborative approach with Bay Area cities that allows for a tailored solution for distinct geographies, for cities to learn from each other, and for the 4 regional agencies to provide cities access to the requisite resources & tools



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climatecabag.ca.gov

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break

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Name (if you want to be called upon at today's meeting):

Richard Cook

School bussing is often the  
second largest trip generator  
Change Federal law to allow Transit  
agencies to provide it.  
Fund the change.



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Name (if you want to be called upon at today's meeting): Frank Gallo

1. Implement Bi-annual SMOG check for Trucks and commercial  
vehicles that includes buy back and scrapage program for gross polluters

Eliminate existing loopholes.

2. Increase funding for Anti-idling enforcement.

3. Airports & Aircraft must be part of solution!  
Serious problem that is under reported & therefore ignored.



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Name (if you want to be called upon at today's meeting): DUANE DE WIT

TREE PLANTING IN URBAN AREAS. STREET  
TREES, ALONG WITH GREEN SPACES, ESPECIALLY  
MORE PUBLIC OPEN SPACES. PARKS, SCHOOL  
YARDS, BUSINESS PARKS SPECIFICALLY,  
PLANT TREES TO TRAP AIR POLLUTANTS AND  
SEQUESTER CARBON TO LOWER CO<sub>2</sub> IN ATMOSPHERE



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Name (if you want to be called upon at today's meeting): Brooke Lee - ICLEI

Please continue convening these meetings. We have  
the technology, expertise + will w/in the Bay Area.  
We need you to harness this intellectual capital.  
Start w/ monthly meetings focused on a different topic  
each month.



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Name (if you want to be called upon at today's meeting): Carli Paine

Because 50%  
of mghq  
emissions  
are attributable  
to transportation,  
we must

Prioritize & Fund Transit Projects that can have the  
greatest impact on reducing VMT:

- we need to reevaluate ~~our~~ regional transportation funding &  
prioritize resources to address reduction of VMT including: bus  
rapid transit and rapid bus; regional rail plan recommendations; Lifeline  
Transportation Network.

- we must stabilize & expand funding for transit; including creating

a new sustainable source of funds (ex: Vehicle License fee; gas tax; etc.)



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Name (if you want to be called upon at today's meeting): GERALD CAUTHEN

THREE NEAR TERM ACTIONS:

- (1) MAKE CERTAIN REGION'S INFRASTRUCTURE APPLICATION TO  
CTC FAVORS SHG - REDUCING PROJECTS.
- (2) AVOID COST-INEFFECTIVE TRANSIT PROJECTS
- (3) IMPROVE EFFICIENCY AND USEFULNESS OF  
BUS SYSTEMS.



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Name (if you want to be called upon at today's meeting): JACK MIAI

NEED ECONOMIC ANALYSIS ~~OF THE~~ OF THE  
POSSIBLE WAYS TO REDUCE CO2 IN  
\$/TON ALONG WITH HOW DIFFERENT  
SOLUTIONS FUNDS INCREASE CO2  
BY TAKING FUNDS FROM OTHER SOLUTIONS



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Name (if you want to be called upon at today's meeting): Allison Givaid, BAY Area Alliance  
The 4 agencies should collaborate with BAASC, Bay Area <sup>For Sus. Communities</sup> (BAASC)  
Cancel, Bay Area Economic Forum <sup>et al.</sup> to develop a report which  
outlines the most - ~~cost~~ cost-effective and technologically appropriate  
adaptation and mitigation strategies for the BAY Area for  
the next 5, 10 + 20 years. Guidance for local govt depts, engineers should be <sup>developed</sup> appropriately.



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Name (if you want to be called upon at today's meeting): Susan Stephenson

*TV ads  
radio ads  
etc.*  
Regional public ~~the~~ education campaign that  
is tied to a specific goal. This was done ef-  
fectively state-wide during the 2001 Energy Crisis.  
Energy consumption was reduced by 12-15%. We  
could do much better in the Bay Area if residents were



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given clear goals + specific actions. Eg, change all incandescent  
for CFL

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Name (if you want to be called upon at today's meeting): Ingrid Jacobson - Ella Baker Center

Adopting a holistic strategic plan in moving towards  
sustainable society. Including looking at interconnectedness of  
communities and sectors. Being Inclusive - seeing how  
climate change is going to affect all communities -  
wide spread education, looking for opportunities for <sup>to grow the</sup> green economy  
- encourage green biz to grow  
- job train programs  
- create a job



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Name (if you want to be called upon at today's meeting): Chris Peeples

The agencies should encourage compact  
growth and discourage travel and  
encourage any travel to be by public  
transportation. All parking should be  
charged and housing for people and  
housing for cars should be unbundled.



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more \$ for transit, not a \$1.1 B cut as proposed in

Agency should provide cars to a car 10001-2

No document  
b"  
The cover sheet

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Name (if you want to be called upon at today's meeting): LINDA WEINER  
USE social marketing tactics in  
developing education campaigns -  
much more effective.



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gfriender@natlogic.com

510 248 4940

Name (if you want to be called upon at today's meeting)

Gil Friend, Natural Logic

People's driving behavior changes - without fines or

incentives - when they drive a Prius. Why? Real-time feedback.

what if

we had ~~we are building~~ a REGIONAL sustainability dash board that

did that for our homes, businesses, cities and counties. We are now  
building that, and invite your partnership (data, opening doors, financing)

+ endorsement



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to accelerate its development

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Name (if you want to be called upon at today's meeting): Stuart Balcer

Require Pass ordinances on the  
city level to require employers  
to provide transit benefits to  
their employees. I'm working with San  
Francisco & Berkeley to do this now.



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Name (if you want to be called upon at today's meeting): Robert D. Cormia FHDA

- This is straight forward but very difficult
- ① choose an upper limit for atmospheric CO<sub>2</sub>  $\Rightarrow$  450 ppm
  - ② determine the [global] per capita CO<sub>2</sub> emissions  
in order to stay below that limit [ $\sim$  2 tons CO<sub>2</sub>/person  
by 2050]
  - ③ help everyone measure, manage, and live to that level



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Name (if you want to be called upon at today's meeting):

DEIDRA DINGMAN

Identify measures that can be implemented  
at regional level which will reduce GHG  
emissions the most (so \$ are spent most  
wisely) and offer team of experts that  
cities/counties can use to examine their municipality



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*and provide case-specific suggestions that would reduce*



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Name (if you want to be called upon at today's meeting):

Dr. Rockwell Bailey

- 1) Massive Increase in free (semi-free) mass transit
- 2) Thack Big - Sequestration is improved
- 3) Free Parking in very large military vehicle
- 4) Participate - National Day of Climate Action April 14
- 5) Promote Wind Power



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Name (if you want to be called upon at today's meeting): Dan Kalb

Require that for any development project over which a  
regional agency has jurisdiction or permitting authority, the E.I.R.  
include identification of GHG emissions & mitigation of those  
emissions to the extent possible. Use leverage over local  
jurisdictions to get all lead agencies to use CEQA to reduce emissions



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Name (if you want to be called upon at today's meeting): Howard Goode

- 1.) Address the consequences of climate change on current facilities and land uses.
- 2.) Focus on innovative technology implementation as a model approach to reducing emissions.
- 3.) Include energy conservation as a major component.



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Name (if you want to be called upon at today's meeting): Kirsten Schwind, Bay Localize

Region-wide expedited ~~perm~~ building permit  
process for green building + retrofitting  
processes, for example green roofs, solar,  
rainwater catchment



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Name (if you want to be called upon at today's meeting): ANDREW MICHAEL BAY AREA  
COUNCIL

REGIONAL AGENCIES SHOULD DEVELOP A  
MEASUREMENT FOR CITIES AND COUNTIES TO  
RECEIVE CREDIT FOR REDUCING GREENHOUSE  
GAS EMISSIONS BASED ON THEIR SMART GROWTH  
DEVELOPMENT, THAT RESULT IN LOWER EMISSIONS THAT  
OTHERWISE WOULD HAVE BEEN OMITTED.



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Name (if you want to be called upon at today's meeting): NEIL GARCIA-SINCLAIR

- Innovation as demo

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Name (if you want to be called upon at today's meeting):

Pat Colburn

1. Funding could be found by revising Prop 13 to exclude commercial properties
2. All schools should have recycling programs
3. All cities should have point of sale ordinances similar to Berkeley's RICO program



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4. leaf blowers should be banned

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Name (if you want to be called upon at today's meeting): David Miller

In preparing for Peak Oil, plan  
for how to allocate limited resources  
for any development re: transportation,  
business, housing, etc.



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Name (if you want to be called upon at today's meeting): ROBERT RABURN

East Bay Bicycle Coalition

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Name (if you want to be called upon at today's meeting): IRVIN Dawid

Bay Area Climate Protection: A Bay  
Area vehicle registration charge, up to \$30,  
authorized by regional agencies, PUT TO A VOTE of  
People: Regional MEASURE 3



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Name (if you want to be called upon at today's meeting): KARL KNAPP, PAS ADTO

REGIONAL emissions assessment, with all  
data publicly available, and toll available  
for govts, businesses and individuals to estimate  
emissions, WITH an ANNUAL Update



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DIRECTOR,  
ENVIRONMENTAL  
JUSTICE  
ADVOCACY

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FRANCISCO DA COSTA

What climate protection strategy do you believe the four regional agencies should implement?

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Name (if you want to be called upon at today's meeting): 200 YEARS AGO WE DID  
NOT HAVE TO WORRY ABOUT CLIMATE CHANGE.  
THIS CONDITION WHERE HARMONY WAS PRESERVED  
EXISTED - FOR OVER 15,000 YEARS. IN LESS  
THEN 150 YEARS WE HAVE DESTROYED  
THE BALANCE. WE CANNOT ADDRESS CLIMATE  
CHANGE AS LONG AS IT IS NOT ROOTED  
IN SPIRITUALITY. THE FIRST PEOPLE UNDERSTOOD  
THIS. WE DO NOT. I CAN EXPLAIN.



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Name (if you want to be called upon at today's meeting): Wake up  
start organize our citizens be Production.  
Do PN & electore Bilce down P Biz:  
re-link Social Bank coming Etc Dev  
& environmental CO<sub>2</sub> issue  
Dave Tschanz



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Name (if you want to be called upon at today's meeting): \_\_\_\_\_

DAVID SCHONBRUNN

PRICING OF ALL COMMERCIAL PARKING.

This will require the development of a public  
consensus, plus legislative action to authorize <sup>such</sup> Regulation.



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Name (if you want to be called upon at today's meeting): Mike SARABIA

1. Carbon Emission Credits
  2. Home Energy Cells / Hydrogen
  3. Vision for the future
- 
- 



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Name (if you want to be called upon at today's meeting):

Tom Kelly

If all starts with individual transformation  
that will permeate throughout these agencies  
+ the people of the 9 Bay Area Counties.  
(Make all public transportation free + the cost of  
using cars prohibitive)



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Name (if you want to be called upon at today's meeting):

John Knox White

Use education and outreach to increase the effectiveness  
of Operational, technological and Infrastructure improvements.  
Encouragement ~~is~~ <sup>is imperative</sup> to changing the behavior that currently  
exist in the Bay Area. Without this reinforcement to other  
strategies, needed changes will be difficult to achieve.



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Name (if you want to be called upon at today's meeting):

*[Signature]*

SELF - AIAER



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Name (if you want to be called upon at today's meeting): MARC JENSEN

PEDESTRIANS SHOULD HAVE HIGHEST  
PRIORITY FOR ALL TRANSPORTATION  
PROJECTS FOLLOWED BY BIKES THEN  
TRANSIT



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Name (if you want to be called upon at today's meeting): Sherman Lewis

Push for smarter smart growth - understand  
land use as transportation and car dependency / GHG  
as a result of underpricing, e.g. parking. Pricing  
reform includes ecopass, unbundling rents, local shuttles  
to rail transit. Need to understand grocery store / density. Quarry Village



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Name (if you want to be called upon at today's meeting): JOYCE ROY

WHAT HAS BEEN MISSING AT THIS MTG  
IS AFFORDABLE HOUSING. THE REASON ORGANIZATIONS  
LIKE SIERRA CLUB SUPPORTS AFFORDABLE HOUSING  
AT TRANSIT NODES & CORRIDORS IS THE PRESENT SUR  
SEARCH FOR AFF HOUSING TAKING PEOPLE TO THE  
FAR REACHES OF THE AREA.



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Name (if you want to be called upon at today's meeting): \_\_\_\_\_

No. 1 Funding priority should become  
reduction of greenhouse gases (ghg)  
Funds should be allocated based on  
transportation modes that minimize ghg emissions  
per passenger mile



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Name (if you want to be called upon at today's meeting):

BE CAREFUL OR  
WHAT IS BUILT  
AT ALTITUDES BELOW  
40 FT



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Name (if you want to be called upon at today's meeting): Education - most people  
do not believe climate change affects them or if they do  
believe that it is government's problem. Simple strategies  
as shown in "Inconvenient Truth" is a start. People had  
to believe there is a problem & that their actions can  
help resolve the problem



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Name (if you want to be called upon at today's meeting): \_\_\_\_\_

One Suggestion - No subject of recycling  
Next meeting - tell people to bring their  
own cup.

The people threw lots of paper away.  
This was a bright group - it needs to be brighter  
in regards to recycling.



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Name (if you want to be called upon at today's meeting): Jim Rogers, Richmond City Council

Since we need to fundamentally alter how we live, let's create  
and build a model green development that will:

- 1) Have most residents using non-Fossil fuel transportation (electric car fleet, shuttles to mass transit, state of the art telecommuting)
- 2) Use green (LEED) building practices. Take the Bay Area Being Together best minds in each  
of the great + put it into one smart growth (100-200 unit) high density



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*region*

development. Figure out bus in system + create a replicable model for state +

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Name (if you want to be called upon at today's meeting): Jill Boone

① provide from training for elected officials & capital project managers to address the need to include operational costs when making decisions about new building design + construction. lobby state funding sources so that attention is directed away from first costs + towards long term expenses.

② Do an analysis of carbon impact per each MPG - including the impacts of refining + transportation of gas + lines from filling up →



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underground tank spillage etc. Then do an educational campaign for the public + educate municipal government agencies so that everyone understands the full impact of each gallon of gas used.

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SEE OVER →

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Name (if you want to be called upon at today's meeting): Lionel Gambill

Re-localize. Restore self-sufficiency in  
energy AND food production to the local  
and regional levels. Stop trans-national corporations  
from externalizing their social + environmental costs.  
Rebuild our third-world transportation system.



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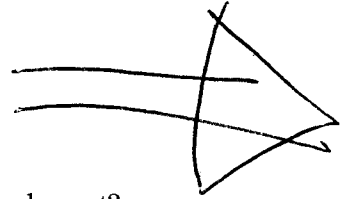
more efficient automobiles will NOT  
solve the problem.

People drive more in response to better  
auto fuel efficiency

~~BUSINESS AS USUAL~~ IS the problem

CUT PACKAGING  
HOV (HOT not solutions.

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Name (if you want to be called upon at today's meeting):

CAL BROOMHEAD

(OVER)

- ~~Help w/ data and technical assistance to local govts~~
- ~~Integrate Climate Policy into all aspects of your activities~~
- ~~Educate local govt leaders~~
- ~~Coord. w/ local govt & NGO's (BC3 & nonprofits) on public outreach, and strategic planning.~~



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- ① Green Bldg ordinance, expedited permitting for LEED Gold is showing great success.
- ② Developing a ban on inefficient lighting
- ③ Developing an upgrade to time-of-sale residential ordinance w/ Berkeley's Oakland.



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**Regional Climate Action Workshop**  
**Comment Card**  
February 16, 2007

What climate protection strategy do you believe the four regional agencies should implement?

Please describe in 50 words or less. Hand in this card during the first half of today's meeting. All proposals will become part of the meeting input. We will select certain individuals to explain their strategy to the group during the second half of the meeting.

Name (if you want to be called upon at today's meeting): \_\_\_\_\_

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Name (if you want to be called upon at today's meeting): Brooke Lee, ICLEI - Local  
Reliable, consistent data is critical to measuring and Government  
mitigating greenhouse gas emissions. As the primary for  
provider of technical support to cities that are Sustainability  
combating climate change. ICLEI has been appreciative  
of the data that ABAG, MTC + BAAQMD has provided



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in the past, and would ask that the system of collecting  
data be systemized ~~and~~ on an annual basis, free of →

charge to cities. ICLEI would be willing and able to serve as the coordinator of data requests on behalf of the cities.

The JPC also has the ability to communicate its commitment to climate protection to its counterparts elsewhere in the country and beyond. It is imperative that other agencies begin to follow the JPC's lead - please encourage and educate your peers! Coordination among regional agencies is key to effective actions.